

Introducing the Technology Client Team

The Office of Strategic Communication is a strategic partner supporting the agency's highest priorities through effective and continuously improved communication. Our Technology Client Team primarily supports TTS and its component offices, GSA IT and the OGP Office of Information, Integrity and Access. We are [Drew Jack](#), [Amanda Dean](#) and [Ruven Ortiz](#). We work with our media affairs and digital and visual communication teams, as well as our congressional affairs office and legal counsel, to provide a full complement of strategic communication services.

How We Can Help

Strategic communication comprises internal communication and employee engagement, external communication and stakeholder (including industry) engagement, traditional and social media, and public engagement and events. We exist to support strategy and plan development, content creation and tactical implementation in any of these areas where TTS, GSA IT and OGP need support.

Call on us for support with:

- Communication strategy and plan development
- Communication solutions/messaging/talking points
- Media strategy and relations including inquiries and interview requests
- Clearances and preparation for speaking engagements
- Product and site launches (or freezes and service discontinuations)
- Written content review or creation of any kind
- Creative production of visual content/graphic design/video

To initiate these services, please submit a request via our [intake form](#) or email our shared inbox tex@gsa.gov.

Who to Contact for What

Send all **media inquiries and interview requests** to press@gsa.gov. (Note that media@gsa.gov was shut down on December 15, 2016.)

Until otherwise notified, continue to send **proactive external communication review requests** to drew.jack@gsa.gov. Drew will work with Donna Garland to make sure these are reviewed with the agency's new acting leadership and the new administration's White House liaisons. These include press releases, invitations to speak publicly on behalf of GSA in an official capacity particularly when there will be media engagement (open to press, sponsored by a media outlet), blog posts and social media support.

Send requests for **clearances to participate in public speaking engagements** where someone is speaking on behalf of GSA in an official capacity to drew.jack@gsa.gov. As much as possible, allow two weeks advance notice for clearances and preparation. These requests should come with approval from your organization's leadership (speaker's supervisor) and knowledge of your chief of staff. Please include the host or organizer, event topic, your top-line talking points, when and where the event will be held, whether it is open/closed press or if you are being asked to do an interview at the event, and whether any part of it will be broadcast, live streamed or recorded for posting.

Please initiate **all other requests for specific services** to our [intake form](#) or email our shared inbox tex@gsa.gov for general inquiries.

[More on our presidential transition staff plan >](#)

Meet the Staff



Drew Jack is detailed as the acting lead of the Technology Client Team. Drew comes to this team from the Acquisition Client Team, where he most recently developed plans and created content and campaigns to support user adoption of the [Acquisition Gateway](#). In this work, he gained experience applying an agile approach to communication. He also supported branding and communication efforts for the government-wide category management initiative and the FAS common acquisition platform. Drew's career at GSA spans more than two decades of launching new offices, events and communication channels and of providing marketing, business development and communication support to national and regional programs. He lives and works in San Diego, where he is a 2015 graduate of the [LEAD San Diego IMPACT](#) program.



Amanda Dean is a project and content manager working with the Technology Client Team. Amanda joined teX from the Enterprise Web Management group, where she worked closely with customers to develop, edit, and post program content and coordinate strategic campaigns. She managed the curriculum and development of Drupal CMP training when the agency migrated systems in late 2016, and continues to stay involved with the development of new content managers. Amanda came to GSA from private industry in 2009 as a Management Intern, gaining valuable experience across our organizations in areas ranging from program management to building management. Previous career highlights include leading placemaking activities for the Good Neighbor Program, spearheading programming for the NCR Green Guild, and coordinating federal projects through the National Capital Planning Commission and DC Commission of Fine Arts. Amanda enjoys problem solving, learning, and connecting the dots--making the move to teX a fun and exciting one.



Ruven Ortiz is a member of the Technology Client Team. He is multidisciplinary with a diverse set of academic credentials that include a master's degree in management, a degree in broadcast journalism, a minor in computer

information systems and an associate certification in project management. Ruven is located in Kansas City where he has written hundreds of articles for regional and national audiences. He has years of experience editing web pages on Insite and GSA.gov. He edits the main [GSA.gov](#) page and currently updates GSA's Vision pages. Ruven has written, shot and edited videos for GSA's YouTube and internal communication.

Here are some examples:

- [GSA's Region 6 community outreach efforts](#) near the former Hardesty Federal Complex in Kansas City, Mo.
- [Internationally acclaimed artist Anne Lindberg has designed a four-story glass piece entitled "Curtain Wall"](#) installed at the Richard Bolling Federal Building in Kansas City, MO as part of GSA's Art in Architecture Program.

“We have multitude of ways to address communication needs including written articles, video, and photography,” says Ortiz. “I have passion for managing projects and informing the public of the great work that federal servants are doing on behalf of America.”